

Macy's
4th Ave.

Women's Tailored Suits.

"Tailored" expresses their appearance. Neat, dressy. Not ornate; not tawdry. Not severe; not prim. Simple elegance; simple grace. Stylish, too. That's the salient, dominant element. New York knock created the "Tone" is as valuable to a Tailored Suit as it is to a lute. We look at all the details of fit and finish. That's necessary. Butchers and bunglers abound in local tailors as well as artists.

We discriminate methodically. The price phase is phenomenal.

Women's Tailored Suits, made of homespun cheviot, smart fly-front coat, stitched seams, lined throughout with black taffeta silk; saddle habit back skirt, lined with percaleine, \$3.98.

Women's Tailored Suits, made of very fine cheviot, the new modelled reefer coat and the very popular habit skirt, both lined throughout with good quality black taffeta silk, \$18.74.

Women's Tailored Suits, made of men's high grade suitings, fitted and reefer coats, habit skirts—both lined throughout with colored taffeta silk. They show all the finish and elegance and fit with all the grace and accuracy, and will wear with all the strength and satisfaction of custom-made suits, \$33.34.

\$6.50 Skirts at \$3.98.

The Skirts are made of handsome quality black Cheviot, fasten on side or back, lined with good percaleine, bound with velvet, finished with ribbon band. Each Skirt is perfect; worth \$6.50; at \$3.98.

Capes and Jackets.

We gathered Capes and Jackets industriously. We gathered them when the sun shone. No ant ever labored more aggressively for future needs.

The result transcends competition. The beauty, elegance and economy of this stock control and color the advertising. That's why it is clear, jubilant, electrical. Did the fancy of woman with limited income ever conceive richer possibilities?

Women's Capes, made of excellent quality Kersey; royal, tan and black; trimmed with cloth; high-collared storm collar, medium length, \$6.24.

Women's Capes, made of very fine Kersey, black, blue and tan; trimmed with silk and black; high-collared storm collar, lined with taffeta, \$9.38.

Women's Jackets, made of elegant imported Kersey; black, blue and tan; novel fly-front style; trimmed with silk and braid, lined with taffeta, \$12.49.

Women's Jackets, made of splendid black Kersey; new fly-front effects; extra sizes and differ at waist lengths; lined throughout with satin; 34 to 48 busts, \$10.63.

Golf Capes at \$6.24.

Women's Golf Capes, made of double-faced chevrons, all the nobby plaids, medium lengths; hood strapped with cloth and stitched, \$6.24.

Black Silks.

We now show a large quantity of C. J. Connet's famous Black Silks, manufactured especially for us. Their elegance and wearing goodness are beyond question. Ideal loom work; perfect dyeing. Prices range from 60c to \$1.98.

The values are extraordinary because we placed orders prior to the recent advance. Many retail dealers will have to pay as much or more than we charge you.

Black French Taffeta Silk, 22 inches wide, value 75c, at 54c.

Black and White Novelities, white satin stripes on rich black silk, 24 inches wide, value \$1, at 90c. Five styles.

Black Gros Grain Silk, soft cachemire finish, 23 inches wide, value \$1.40, at 99c.

Novelty Hemstitched Black Taffeta, three styles; appropriate for dress waists, 27 inches wide, value \$1.25, at 88c.

Black Duchesse and Peau de Soie, also brilliant pure dye Black Taffeta. Every yard is warranted, 99c and \$1.25.

Colored Silks.

Plain Taffetas are conspicuous on the counters. Their shining folds are ubiquitous—omnipresent. You'll be charmed with the colors. All the old favorites are in line. And others are in evidence that will win artistic appreciation. Clear, odd, novel, fresh tints. Qualities and prices add extra zest to the ovation.

Printed warped and Plaid Taffeta Silks; we never invited you to become interested in a more thoroughly beautiful variety of silks. Qualities, patterns and colors that will challenge your appreciation; 85c value at 59c.

White ground Taffetas, impressed with exquisite color combinations—six lovely styles, \$1.25 value, at 88c.

Bargain Notions.

Combination Brush and Velveteen Dress Facing, regular price 10c per yard; reels containing 36 yards for \$2.31.

Pure Rubber Dress Shields, one side covered with nansook, worth 10c, 12c and 14c per pair, at 8c, 9c and 12c.

Vegetable Ivory Collar Buttons, long shanks, worth 12c per dozen, at 9c.

Hat Trimmings.

They are something more than mere gewgaws. The artist makers have caught inspiration from the daintiest colors and forms of nature. Butterflies, birds, berries, blooms—beauty in scores of effects has been borrowed from meadow, mountain and forest to enrich your knockabout Autumn Hat. Slenderest of slender prices.

Natural Spanish Coque Feathers, they droop gracefully. The colors are iridescent—changing and shimmering tinges of purple, gold, red and green, worth 35c; our price, 24c.

Autumn Foliage, made of velvet in a variety of shades. Exact copies of the kind that quiver beneath the influence of crystal dew and splendid sunshine, worth 75c; our price 56c.

Silk and Chenille Butterflies—airy, beautiful. Ethereal novelties that give a touch of summer charm to the Hats of the period.

Small size, worth 50c; our price, 39c. Large size, worth 95c; our price, 78c.

Natural Grebe Breasts, silvery, soft glossy, lustrous, gently burnished with dapples of golden brown, worth 90c; our price, 67c.

Berry Foliage. The nimble-fingered artificers have imitated the wild growths that grow on Alpine heights, at Niagara and amid the Carolina hills, worth \$1.00; our price 84c.

Women's Hats.

A striking illustration of the way we undersell all comers. The statements below are not written carelessly. Such a process would imperil your faith in us. We've made intelligent and businesslike investigations and comparisons. If you are economical, in inference concerning the result is impossible.

Women's Cloth Turbans, trimmed with quills, advertised by others at \$2.50; our price, \$1.69.

Women's Stitched Cloth Hats underbrim of velvet, adorned with handsome rhinestone buckle, advertised by others at \$3.00; our price \$2.29.

Women's Golf Hats, trimmed with silk and quills, advertised by others at \$3.00; our price \$2.49.

Children's Hosiery.

Banish misgivings. Just on the edge of cold weather we provide great values for you in Children's Hosiery. Importers announce a material advance. That makes our present performance almost eccentric. Spend ten minutes looking at the different offerings. You'll do more than look. If your purse is lean we'll send the package C. O. D.

Children's Hose, good cotton, fat black, double heels, double toes, worth double our price, which is 10c.

Boys' Cotton Hose, extra heavy quality, dyed in vats that give a changeless black, narrow and wide ribs doubled at three vital points—knees, toes and heels worth 25c; our price 18c.

Children's One-seam All-wool Cashmere Hose, plain black, and will stay plain. Will not rust or crack. Heels and toes are doubled, worth 35c; our price 19c.

Children's Cashmere Hose, heavy ribbed, double knees, toes and heels, worth 45c; our price 29c.

Women's Hosiery.

Women's Herm-doré Black Cotton Hose, plain, Rembrandt and Richelieu ribbed, doubled sole, toes and heels, worth 25c; at 19c.

Women's Black Cashmere Hose, medium weight, double soles, toes and heels, worth 65c; at 44c.

Embroidered Barg Ins.

Embroidered Cambric Pillow Shams and Beau Scarfs. Very elaborate, showy patterns, strong edges. The Shams are 32 inches square; the Scarfs are 54 inches long. Their real value is 1.00. We've been selling them at 59c. Choice new at 44c.

Women's pure silk Escorial Lace Bolero Jackets, black onyx, exquisite patterns, all sizes, worth \$1.50; choice at 69c.

Women's Belts.

Grain leather "Dog Collar" Belts, worth \$1.00, at 59c.

Morocco "Dog Collar" Belts, worth \$1.25, at 74c.

"Nethersol" Bracelets.

These "Nethersol" Bracelets for women are made of sterling silver seamless wire. That's true, notwithstanding the low prices—

Plain, small size, 40c value, at 29c.

Half chased, 60c value, at 44c.

Plain, but very heavy, 75c value, at 59c.

Partially or entirely chased, 85c value, 69c.

Heavy and chased all over, \$1.25 value, 99c.

\$50.00 Bicycles for \$11.97.

Don't attribute the above headline to a typographical error. Incredible as it seems, \$50.00 Bicycles at \$11.97 is correct.

The last dash of the season—and the greatest triumph. They were manufactured to retail at \$50.00. Materials, construction and elegance of finish prove our statement. However, the sharpness and vicissitude of metropolitan competition impelled us to offer them at \$34.66 a short time ago. The balance have been marked \$11.97. Each wheel is strong, swift and symmetrical; drop and diamond frames. In good sooth it is the chance of the vanishing century.

The Attractions of Our Stores Are Their Low Prices.

Macy's

R. H. Macy and Co.

BOTH SIDES OF 14TH ST. (Running from 13th to 15th St.), SIXTH AVE.

Macy's 44th Autumn.

There'll be a characteristic celebration of the event. It was planned broadly and will be executed liberally. The decorations—Bargains. The souvenirs—Bargains. Instead of devoting money and time to spectacular effects that gratify the eye, we've applied ourselves to the eminently original and common sense task of marshaling out a host of irresistible values. The items quoted are scarcely suggestive of the serried attractions. Every department is involved in the stupendous movement. The worker and earner—the plodder and frugal—the thrifty poor and the prudent rich are personally and supremely interested in this unrivalled, eclipsing demonstration.

\$1.00 Glace Kid Gloves at 64c.

Nearly three thousand pairs fine Glace Kid Gloves, two clasp and four button styles, one or three rows narrow embroidery on backs, black, tan, red, brown and green; regular \$1.00 quality; our price 64c.

48c. for New Dress Goods that Cost from 75c. to \$1.25 to Import.

A restive, indeterminate importer wanted his money out of as choice a line of 1899-1900 Fabrics as we've seen. We secured the goods—all of them. He got back his money—a PART of it. Result:—Prodigious values for you. The lot contains about five thousand yards, including Covert, Vigoureux and Whipcord Suitings—gray, brown, blue, green, olive and other autumnal shades and mixtures. Good, sensible stuffs—every yard imported this season at a cost of from 75c. to \$1.25 the yard, which is less than they could be imported for now; choice as long as they hold out. 48c.

China Souvenirs of Dewey's Return.

The China Department is radiant with emblems of the American Admiral and his achievements. Our own townspeople as well as visitors will want souvenirs of the soul-tiring celebration. That is why we have devoted our China Decorating organization to the production of a series of Dewey Souvenir Plates. They are works of art—rich, realistic remembrances. Besides a "living" likeness of the naval hero the Plates are adorned with the Olympia and other boats that will inspire the historian's pen. Prices are regulated by the character of the emblems. They range as follows:

49c., 69c., 87c., 99c., \$1.23, \$1.49 and \$1.87.

Souvenir Plates of the Shamrock and Columbia, exceedingly handsome, 99c.

Souvenir Plates of Longfellow, Whittier, Holmes and Bryant, 47c.

Copyright Bronzlike Bust of Dewey.

These Busts are finished in bronze. We have them in three sizes—28 in., \$5.47—16 in., \$1.33—12 in., 69c.

Wedgewood Style Vases and Medallions.

These Vases and Medallions were made at our Rudolstadt Art Pottery. They closely imitate the universally admired Wedgewood goods. Washington, Lincoln, Franklin and other illustrious subjects. The Medallions are 37c.; Vases, 97c., \$1.97 and \$2.47.

Upholstery Goods.

The first intelligence of some extraordinary values is primeval to-day. The opening of homes that have been closed during summer, and the quick recognition of upholstery deficiencies that may exist in them, will create a vigorous demand for these bargains. Every article is timely and tempting price.

Tapestry Portieres, reversible and two-toned effects, top and bottom heavily fringed, value \$5.00; our price \$2.48.

Silk Tapestry Portieres, two-toned styles, handsome patterns and rich colorings, value \$12.00; our price \$3.99.

Tapestry Couch Covers, finished with fringe, bright and Oriental colors, 50 in. wide, value per pair \$3.75; our price \$2.49.

Heavy Embossed Cut Velour, rich solid colors, 29 in. wide, worth \$1.75 per yard; our price \$1.24.

Tapestries, large variety Persian designs and Oriental colorings appropriate for all kinds of decorative draping, worth 65c. per yard; our price 44c.

Lace Curtains.

This is not an insignificant batch of odds-and-ends. The Curtains and Curtain Laces are new and in generous quantities. They vividly exemplify the power of our reach. Made in St. Gall; offered at Macy's for less than they'd cost you in Geneva.

Irish Point Laces, for vestibule curtains, 27 inches wide, handsome centre designs, worth \$1.00 and \$1.25 the yard; our prices 74c. and 89c.

Two hundred pairs Irish Point Lace Curtains, very pretty quality, choice of twelve elegant patterns, worth from \$4.50 to \$6.00 per pair; our price \$3.98.

75c. Tapestry Carpets at 49c.

If you are considering the purchase of a Carpet—in crested in the least—this offering should bring you to the annex.

Nine and Ten-wire Tapestry Carpets worth 75c. have never before been retailed at 49c. But that is what we are now doing. You'll enjoy choosing from the designs and color combinations. Enough for two days' selling.

Bromley's Smyrna Rugs.

Bromley's All-wool Smyrna Rugs. The designs and colorings simulate all that is richest and most valuable in the Asian originals. If you are informed concerning current prices these quotations will astonish you.

6x9 ft., value \$11.50; at \$8.98.

7½x10½ ft., value \$17.50; at \$14.69.

9x12 ft., value \$25.00; at \$19.89.

Furniture.—(Annex.)

Morris Chairs, solid oak, brass rod, hair filled reversible imitation leather cushion, \$6.00 value, at \$3.99.

Chiffonier, antique oak finish, full size five drawers, \$5.00 value, at \$3.49.

Dining Table, solid oak; 36x42 in. top, heavy turned legs, may be extended 6 ft.; \$6.00 value at \$3.99.

Dining Chairs, solid oak, high braced back, woven cane seat, \$1.50 value, at 99c.

Three-piece Parlor Suit, fine inlaid mahogany, upholstered in satin damask in your choice of colors, \$20.00 value, at \$15.99.

Divans, full size, all-spring edge, upholstered in damask, your choice of colors; they make comfortable beds or couches, \$5.00 value, at \$4.74.

Dressing Cases, solid oak, full size, large bevelled French plate pattern mirror, \$10.00 value, at \$7.99.

Beds and Bedding.—(Annex.)

White Enamelled Iron Beds in thirty new designs, brass trimmings, all sizes, at prices ranging from \$2.99 to \$14.99.

Springs made of heavy woven wire, all iron frames, for wood or iron beds, all sizes, \$2.34.

Mattresses, made of mixed hair, free from all vegetable substance, covered with A. C. A. ticking, full size \$7.90; single size, \$4.99.

Folding Upholstered Cots, wedge pillow rest, covered with ticking, 79c.

Canvas Cots, full size, good, strong, heavy frames, 79c.

Women's Shoes.

To-day we have in mind the finer grades of Shoes for women. The most exclusive dealers cannot show better albeit they do charge higher.

The Footwear we quote below represents the flower of the craft. American shoemakers never made easier, dressier or more serviceable Shoes—and American shoemakers beat the world.

Women's fine French Kid Button Boots, wet soles, hand sewed, patent leather tips. Sold elsewhere at \$7.00 and \$8.00; our price, \$5.63.

Women's fine hand-made Patent Leather Boots Louis XV. and military heels, \$4.99.

Women's hand-made French Kid Boots, opera and common-sense lasts, \$4.99.

Women's hand sewed Vici Kid Walking Boots, lace and button styles, kid and patent leather tips, extension or close-toe. Sold elsewhere at \$5.00; our price, \$3.74.

Shoes and Slippers made to order. Frequently you may want Slippers to match an evening dress. Bring us a piece of the material and we'll take your measure and deliver a finished product promptly.

Admirers and society women should remember our order department—low priced, but elegant custom work.

Sterling Silver.

The same principle that leads us to sell Soda cheaper than other grocers teaches us the value and expediency of selling Sterling cheaper than silversmiths.

Five thousand ounces Sterling Silver Spoons and Forks, at 94c. per ounce.

That's almost as original and magnetic as advertising good sovereigns at a discount.

Sterling Silver Inlaid Spoons and Forks.

The Spoons and Forks are of the highest grade. The parts most exposed to wear when doing duty are inlaid with sterling silver. We guarantee each one to give satisfactory service.

Tea Spoons, worth \$3.00 set, at \$1.24.

Dessert Spoons, worth \$5.00 set, at \$2.33.

Table Spoons, worth \$6.00 set, at \$2.48.

Dinner Forks, worth \$6.00 set, at \$2.48.

Dessert Forks, worth \$5.00 set, at \$2.33.

Nice Stationery.

The prices seem absurd—they are so little. But remember you see them in the Macy advertising. That means they are connected with deserving qualities and worthy styles.

Genuine Irish Linen and Satin Woven Paper, pound package, 1c; one hundred Envelopes to match, 15c.

Cabinets containing sixty sheets linen and satin finished paper and sixty envelopes, 17c.

Boxes containing four quires velvet finished paper and envelopes, including four tints, 31c.

Monogram Dies, cut to order, 64c.

Plate and fifty fine grade cards, 59c.

75c. Women's Underwear at 49c.

Women's Merino Vests and Pants. Jersey-ribbed, white only. The Vests are silk finished, with dainty silk tape around neck, long and short sleeves. The Pants have French bands; 75c. would be a fair price; we make it 49c. And the weather is breezy.

Women's Fleece-lined Jersey-ribbed Vests and Pants, heavy weight, 50c. value, at 39c.

Children's Natural Merino Vests. Pants and Drawers. The necks of the vests are silk stitched and trimmed with silk tape, size 22 at 49c; larger sizes at price rises of five cents.

Men's \$1.50 Shirts at 94c.

Men's Laundered Shirts, made in our own factory of the very best percales. Colors and patterns! Stripes and figures on tinted grounds—an infinite variety. Won't attempt to describe them—too many and too beautiful. Attached or two pairs detached cuffs. The workmanship and finish throughout are matters of pride with us. We make, we recommend, we sell these Shirts. We are back of them even when they are on your backs. If they fall short of our representations bring 'em back and get your money. Similar qualities will cost you \$1.50 elsewhere; our price 94c.

Men's Laundered Dress Shirts, made in our own factory: best muslin, three-ply 2100 pure linen bosoms, hand-worked button and eyelet holes, open-back-and-closed front and open-back-and-front styles, equal to custom-made shirts, \$1.19.

Men's Unlaundered Shirts, made of Utica Nonpareil muslin in our own factory, three-ply solid linen bosoms, hand-worked button and eyelet holes, furnished with every modern improvement we have manufactured and sold these shirts for over twenty years, and have strengthened and bettered them whenever possible; 68c.

75c. Night Shirts at 59c.

Men's Night Shirts, made of Utica Nonpareil muslin, plain or trimmed, cut extra full and long, felled seams throughout, hand-worked button holes, sizes up to 20; worth 75c.; at 59c.

Men's Flannelette Night Shirts, good heavy quality, novel stripe and plaid designs, cut full, sixty inches long, carefully made and nicely finished, worth \$1.00; at 69c.

Men's Flannelette Pajamas, very fine, soft and fleecy, neat, pretty designs, worth \$1.25; at 89c.

Men's Pajamas, made of chevrons, Oxford, wool, silk and fine mixtures ranging from \$1.29 to \$4.73.

Men's \$2.00 Underwear at 98c.

Five hundred dozen men's medium-weight, full regular made superior merino Shirts and Drawers—white, gray and tan. The Shirts are finished with silk fronts and pearl buttons; the Drawers have suspender tapes and extra strong gussets in seats. They are the products of one of the best mills in America—we've agreed not to tell which one. Were we to print the name there would be a stir in the trade; worth \$2.00.

Toilet Articles.

Our regular prices are always less than the special (?) prices quoted by competition. That fact is known to all men and women who have made comparisons. Nevertheless we occasionally compete with ourselves. Better our own best. Toilet articles are radical humanizers and civilizers. No choicer stock for Macy's to undersell Macy's. For example:—

Florida Water, highest grade, our regular price is 20c; reduced to 24c.

Bay Rum, extra strength, 8 oz. bottle, our regular price is 29c; reduced to 19c.

Amber lavender, sprinkler top, 6 oz. bottle, our regular price is 37c; reduced to 29c.

Dentifrice Tooth Powder, pure and effective, our regular price 9c; reduced to 5c.

Imperial Bouquet Toilet Soap, our regular price 19c. per cake, reduced to 14c.

Borax Bath Soap, per cake, 5c.

White Floating Family Soap, 10 oz. cake, 5c.

Fine Silk Toilet or Baby Sponges, 10c.

Pearl Nail Cleaners, worth 25c; at 11c.

Military Hair Brushes, solid back, olive or fox wood, regular price 98c; reduced to 79c.

Medicinal Goods.

Quinquina Dubonnet—manufactured in Paris and used throughout Europe many years. It is made entirely of Muscadine wine and Mexican qu